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IN THE CLAIMS:

1-17. (Canceled)

18. (Currently Amended) ~~The method of claim 15 further comprising:~~ A method for storing or transmitting a temperature sensitive substance, the method comprising the steps of:

placing the substance within a thermally insulated container with ambient air;
measuring the temperature of the substance;
recording the measured temperature of the substance in relation to time;
retrieving the measured temperature of the substance to verify substance
temperature over duration of time; and
activating a temperature control system when the measured temperature of the
substance approaches a predetermined upper or lower temperature such
that the measured temperature of the substance is kept between the
predetermined upper and lower temperatures while also being allowed to
fluctuate between the predetermined upper and lower temperatures;]]
monitoring the temperature of ambient air within the thermally insulated
container;
predicting the rate of temperature change of the substance in correlation with the
temperature change of the ambient air within the thermally insulated
container; and
activating the temperature control system based in part on the predicted rate of
temperature change of the substance.

19. (Currently Amended) ~~The method of claim 15 further comprising:~~ A method for storing or transmitting a temperature sensitive substance, the method comprising the steps of:

placing the substance within a thermally insulated container with ambient air;
measuring the temperature of the substance;
recording the measured temperature of the substance in relation to time;
retrieving the measured temperature of the substance to verify substance
temperature over duration of time; and
activating a temperature control system when the measured temperature of the
substance approaches a predetermined upper or lower temperature such
that the measured temperature of the substance is kept between the
predetermined upper and lower temperatures while also being allowed to
fluctuate between the predetermined upper and lower temperatures;[[.]]
monitoring the temperature outside the thermally insulated container;
predicting the rate of temperature change of the substance in correlation with the
temperature change of the ambient air outside the thermally insulated
container; and
activating the temperature control system based in part on the predicted rate of
temperature change of the substance.

20. (Canceled)